

# County of Fresno Solid Waste Quarterly

## A County-Wide Approach to Waste Management



### Sanger Students Care About Their Environment

Students at Jackson Elementary School in Sanger have formed a club devoted to caring for the environment. Once a month after school, a group of students representing each classroom on campus meets as members of the school's Environmental Club. The club was organized in 1993 as a cooperative effort between the PTA and teacher, Joyce Braun. During the first year that the club was formed, students organized the Recycle Center on the school campus. The Center was a place where families of students could recycle bottles, plastic, newspaper and cardboard. Over the years, money collected from the Recycle Center was used to make many improvements on the school campus, such as planting flower and trees, purchasing a drinking fountain and buying recycle bins for cans and bottles in the school cafeteria. The children were involved in a number of community education projects as well, including a "stop junk mail" project, passing out environmental stickers at community events, and cleaning up trash during city parades. They also continue to have a special event on campus each year to celebrate Earth Day. This year, the club raised money by collecting General Mills box tops. The money that they raised was used to buy a picnic table for the school campus.

According to Mrs. Braun, the club's name and focus have changed over the years. Originally called the 3R's Club, the students are focusing more on education. They no longer operate the Recycle Center, but encourage families to use Sanger's curbside program. The students recycle paper on campus and use the curbside program to recycle it. This year, the students also made boxes by reusing old greeting cards.

Hats off to Mrs. Braun and her students at Jackson Elementary School for their dedication to creating a better environment and for their continued beautification of the school campus for all students and teachers to enjoy!!

### Household Hazardous Waste Collection Program

Approximately 22.6 tons of household hazardous waste (HHW) was collected during the HHW collection event in April. On Saturday, April 25th, 421 participants came to sites in Fresno, Coalinga, and Selma. In addition, 5 businesses participated in the small quantity generator (SQG) program which was held in Fresno on Friday, the 24th. Plans are underway for the fall event, tentatively planned for October 17. Please contact Marion Miller at 262-4259 if you would like additional information about the October event.

Philip Environmental, the County's contractor for the HHW events, has returned to the County a quantity of recycled paint from the April event. The free latex paint will be available to the local jurisdictions on a first-come first-serve basis. Letters will be going out soon to each city with details on how to acquire the recycled paint.

### Community Outreach

The highlight of the spring community outreach events was the appearance of Recycle Rex at the Chaffee Zoological Gardens to celebrate Earth Day. Recycle Rex is the State Department of Conservation's mascot and spokes-dinosaur for conservation and recycling. In addition to Recycle Rex, 3,500 adults and children attended the Earth Day event, along with 21 participating agencies dedicated to caring for the earth's environment, natural resources, and wild life.

County staff also participated in the "E" Street Fair, a community celebration of Asian Pacific American heritage. The event provided an opportunity to educate fair goers about solid waste management practices. At Firebaugh High School, staff took part in a career day event to educate students about careers in the public works and solid waste fields. Career day is an annual event sponsored by the I-5 Business Development Corridor, Inc. and is held to assist West Side high school sophomores with career planning.

One exciting aspect of participating in community events the past few months has been the introduction of a display unit and graphics to promote our public education program. The graphics were designed to illustrate a variety of solid waste messages such as household hazardous waste management, used oil recycling, composting, RMDZ and the 3 R's--reduce, reuse, and recycle. Two program mascots were also presented as part of the graphics display--@Recycle Ben@ (to promote waste prevention and recycling) and ASlick@ (the used oil recycling mascot). The graphics were designed to be used interchangeably so that the messages could be tailored for a specific community event. If you would be interested in checking out the display unit and graphics for an event in your community, or for additional community/school outreach information, contact Susan Schneider at 262-4259.

### RMDZ PROGRAM



**Loan Fee Down--**At the April, 1998, meeting of the CIWMB, the origination fee on Recycling Market Development Zone (RMDZ) loans was lowered from 3% to 1.5%. This makes the loan program very competitive with commercial lenders who generally charge around 2% of each loan granted to cover administrative costs and overhead. With an interest rate currently set at 5.6%, RMDZ loans provide an incentive for businesses to consider options for adding or expanding recycling-related elements to their business plans.



**...Kroeker, Inc. Up--**For the County's most recent loan recipient, Kroeker, Inc., the adjustment in RMDZ origination fees translates into increased savings. Until this change, the **Points** on their million dollar loan would have cost the company \$30,000. The new rate provides Kroeker with an additional \$15,000 to spend on development and implementation. With sales of recycled materials in excess of \$400,000 since December 1997, Kroeker will use RMDZ funds to provide additional financial and operational strength needed to realize the full potential of this project. It is estimated that by the end of the second full year of operation, Kroeker will be diverting 19,000 tons of wood waste annually.

**Powerful Partnerships--**According to *The RMDZ News*, published quarterly by the CIWMB, "[as] of April 30, 1998, 61 loans have been closed in the amount of \$26.2 million. Two additional active loan applications totaling almost \$1.4 million have been approved by the [CIWMB], but have not yet closed. Approximately \$20.3 million remains for RMDZ loans this fiscal year". If you know of any businesses which might qualify for some of this money, please refer them to Leslie Kline, our RMDZ administrator. Remember, in Fresno County, recycling means business.

## 1998 WRAP Application

The deadline for businesses to apply to the California Integrated Waste Management Board (CIWMB) for selection as a 1998 Waste Reduction Awards Program (WRAP) winner is July 31, 1998. This is an opportunity for Fresno County businesses to be recognized for their efforts to reduce non-hazardous waste and to send less garbage to our landfills.

Pepsi Cola Bottling Company of Fresno, a 1997 WRAP winner, was recently selected by the CIWMB as one of the Top Ten WRAP winners of 1997. Congratulations to Pepsi for being chosen as one of the **Best of the best** and for their continued efforts to improve our environment. Please contact Leslie Kline for information or for an application for the 1998 WRAP at 262-4259.

## Used Oil Recycling Program

A public education campaign sponsored by Fresno County and its participating cities got underway during the months of May and June to promote awareness of used oil recycling and to advertise the certified collection centers located throughout

Fresno County. Advertisements targeting the do-it-yourselfers were aired on two TV stations and four radio stations during this two-month period. One of the TV stations and one radio station are Spanish language stations, which ran the ads in Spanish. Additional ads will run periodically throughout the year. The goal of this ongoing advertising campaign is to encourage people who change their own motor oil to recycle it. As a part of this campaign, the certified collection centers will be offering used oil containers, funnels and other promotional items as incentives to encourage do-it-yourselfers to recycle their used oil. The collection of used oil filters is being added to the used oil recycling program in Fresno County. This new program should be up and running in the next few weeks with 24 certified collection centers participating in this effort. Each participating center will receive a container for the used oil filters, and pick up of the filters will be arranged by the County at no cost to the center operator. For more information about the used oil recycling program, contact Don Chapin at 262-4259.

## U MARK YOUR CALENDARS

**Saturday, June 27.** Home Composting and Mulching class. Recycling at its best! Garden of the Sun, 1944 N. Winery, Fresno, 9:30 a.m. - 12 p.m. \$10. Call 456-4151 for additional information.

**Friday, July 29 through Sunday, August 1.** Home Redecorating Show, Fresno Fairgrounds. See the latest improvements for home and garden. \$5 adults; \$2.50 children.

**Tuesday, September 15.** Central Valley Women's Conference. Fresno Convention Center. For more information call (800) 788-8918.

## Waste Reduction Tip

To reduce trash and junk mail, call the Mail Preference Service at (212) 768-7277 and ask for their direct mail reduction kit. For catalogs, call the 800 number and ask to be removed from their list or put on a reduced list, if possible.

*The Solid Waste Quarterly is produced by the County of Fresno Public Works & Development Services Department, Resources Division, to provide information about issues related to AB 939, the Integrated Waste Management Act of 1989.*